

Chapter 41 Sign Regulations

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11-41-1: Purpose and Application

A. The Purpose of this Sign Ordinance regulating Signs of All Types is to:

1. Preserve and protect the public health, safety, and welfare within the [City of Mesa](#).
2. Encourage development of private property in harmony with the desired character of the City while providing due regard for the public and private interests involved.
3. Promote the effectiveness of signs by preventing their overconcentration, improper placement, deterioration, and excessive size and number.
4. Enhance the flow of traffic and the convenience, ease, and enjoyment of travel within the [City of Mesa](#).
5. To protect travelers in the [City of Mesa](#) from injury or damage as a result of distraction or obstruction of vision attributable to signs.

B. The Intent of the Application of This Ordinance is to:

1. Reduce advertising distractions which may contribute to traffic accidents.
2. Assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets and other public structures and spaces shall be protected by exercising reasonable control over the character and design of sign structures.
3. Provide an improved visual environment for the citizens of and visitors to the [City of Mesa](#), Arizona.
4. Require that signs are properly maintained for safety and visual appearance.

C. This Sign Ordinance establishes procedures for the enforcement, interpretation, and processing of variances, [Use Permits](#), [Special Use Permit](#), [Council Use Permit](#), and appeals, and for violations and penalties for infractions of the sign regulations.

- D. It is not the intention of this Sign Ordinance to repeal, abrogate, annul, or in any way impair or interfere with existing provisions of other laws or ordinances, except those specifically repealed by this Ordinance.
- E. All buildings, structures, and uses of land shall be subject to the provisions of this Ordinance.

11-41-2: Nonconforming and Discontinued Signs

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A. Signs for a Legal Nonconforming Use.

- 1. New or additional signs for a nonconforming use shall be permitted in accordance with permitted signage for the zoning district in which the nonconforming use is located after the effective date of this Ordinance.
- 2. A nonconforming sign for a nonconforming use which is discontinued for a period exceeding 12 months, or is superseded by a conforming use, shall be considered a prohibited sign and shall be removed or brought into conformance upon establishment of a conforming use. A nonconforming use shall be deemed discontinued when such use is suspended as evidenced by the cessation of activities or conditions which constitute the nonconforming status of the use.

B. Signs Rendered Nonconforming.

- 1. If at the time of the adoption of this [Sign Ordinance](#), or amendments thereto, or of any extension resulting from annexation, or of any amendment to the [Mesa City Code](#), any sign which is being used in a manner or for a purpose which was otherwise lawful, but does not conform to the provisions of this Ordinance, shall be deemed nonconforming. Such sign may continue only in the manner and to the extent that it existed at the time of such adoption, amendment, or extension.
- 2. Any sign which becomes nonconforming subsequent to the effective date of this Ordinance, either by reason of annexation to the City, or amendment of this Ordinance, the [Zoning Ordinance](#), or other provisions of the [Municipal Code](#) so as to render such sign nonconforming, shall be subject to the provisions of this Ordinance.
- 3. Notwithstanding any other provision of this Chapter, legal nonconforming signs that are located on a parcel of property which is severed from a larger parcel of property and acquired by a public entity for public use by condemnation, purchase, or dedication may be relocated on the remaining parcel without extinguishing the legal nonconforming status of that sign provided that the nonconforming sign:
 - a. Is not increased in area or height;
 - b. Remains structurally unchanged except for reasonable repairs or alterations;
 - c. Is placed in the same relative position on the remaining property that it occupied prior to the relocation; and
 - d. Is relocated in a manner so as to comply with all applicable safety requirements.

After relocation pursuant to this Subsection, the legal nonconforming sign shall be subject to all provisions of this Ordinance in its new location.

C. Signs Rendered Discontinued.

1. The use of any sign which is located on property which becomes vacant and unoccupied for a period exceeding 6 months shall be deemed to have been discontinued. Any sign whose use has been discontinued is prohibited and shall be removed by the owner of the sign or owner of the premises. Sign structures shall be deemed discontinued if left vacant and unoccupied for a period exceeding 6 months.
2. Sign structures which remain vacant, unoccupied, devoid of any message, or display a message pertaining to a time, event, or purpose that no longer applies shall be deemed to be discontinued.
3. A sign whose use has been discontinued is prohibited and shall be removed by the owner of the sign or owner of the premises.

D. Alteration or Removal of Nonconforming Signs.

1. A nonconforming sign structure shall not be re-erected, relocated, or replaced unless it is brought into compliance with the requirements of this Ordinance, except as provided in [Subsection \(B\)3](#) of this Section.
2. Any construction permit which invokes [Certificate of Occupancy](#) requirements shall specify and require that any nonconforming sign located within the boundaries of the development site authorized by said permit shall be brought into conformance with the provisions of this Ordinance, provided that if the nonconforming sign is a type of sign that is prohibited under [11-41-8\(C\)](#) of this Ordinance, it shall be removed.
3. Any nonconforming sign shall be removed or rebuilt in full conformity to the terms of this Ordinance if it is damaged or allowed to deteriorate to such an extent that the cost of repair or restoration is 50% or more of the cost of reconstruction of such sign.
4. Any sign permit for a detached sign within the boundaries of a [group C-O-I development](#) shall specify and require that any nonconforming detached sign within the boundaries of said development shall be modified or removed to conform with the provisions of this Ordinance.
5. Detached signs existing within the future width line as specified in [11-41-8\(D\)](#) shall not be subject to the conditions specified in paragraphs 1 through 4 above provided such signs are in compliance with all other applicable provisions of this Ordinance.

11-41-3: Repeal and Severability

- A. Should any portion or provision of this Ordinance be decided by the courts to be unconstitutional or invalid, such decision shall not affect the validity of the remaining portions of this Ordinance.
- B. Nothing contained in this Ordinance shall affect rights and duties that matured, penalties that were incurred, and proceedings that were begun before its effective date, notwithstanding the provisions of subsection (A) of this Section.

11-41-4: Violations and Enforcement

- A. It is hereby declared unlawful for any person, firm, or corporation to construct, place, install, alter, change, maintain, use, or to permit the construction, placement, installation, alteration, change, maintenance, or use of any sign contrary to or in violation of any provisions of this Ordinance, or of any provision designated as a condition of approval either by the plan review process or through an amendment, [Special](#) or [Council Use Permit](#), variance, site plan review, [Design Review](#), or appeal by an office, board, commission, or the [City Council](#), as established by this Ordinance.
- B. The installation, construction, or display of any illegal or prohibited sign is hereby declared unlawful and a violation of this Ordinance.
- C. Enforcement of the provisions of this Chapter shall be pursuant to the provisions contained in [Chapter 79](#) of this Ordinance.
- D. [Variances](#), [Special Use Permit](#) and [Interpretations](#).
 - 1. An application for a request for variance from the provisions of this Ordinance shall be submitted with the Office of the [Zoning Administrator](#) in accordance with [Chapter 80](#) of this Ordinance. A variance may only be granted upon a finding by the Zoning Administrator or [Board of Adjustment](#) that:
 - a. There are special circumstances or conditions applying to the land, building, or use referred to in the application; and
 - b. That such special circumstances or conditions are preexisting and not created by the property owner or appellant; and
 - c. The authorizing of the variance is necessary for the preservation and enjoyment of substantial property rights; and
 - d. The authorizing of the variance will not be materially detrimental to persons residing or working in the vicinity of the property, to the neighborhood, or the public welfare in general.
 - 2. Applications for [Special Use Permits](#) required by this Ordinance, shall be filed with the Office of the [Zoning Administrator](#) in accordance with [Chapter 70](#) of this Ordinance. A Special Use Permit may only be granted upon a finding by the Zoning Administrator or [Board of Adjustment](#) that the sign covered by the permit and any related use or building will not be detrimental to persons residing or working in the vicinity, to adjacent property, to the neighborhood, or to the public welfare in general.
 - 3. Requests for interpretations of the provisions of this Ordinance shall be filed with the Office of the [Zoning Administrator](#) in accordance with [Section 11-66-7](#). The terms and provisions of this Ordinance cannot be changed through an interpretation.

11-41-5: Definitions of Terms

ANIMATED: The movement of any light used in conjunction with a sign such as blinking, traveling, flashing or changing degree of intensity of any light movement other than burning continuously.

ATTACHED SIGN: Any sign which is fastened, attached, connected, or supported in whole or in part as a building.

AWNING SIGN: A sign placed on, affixed to, or incorporated into the surface of an awning, canopy, or similar device.



AWNINGS WITH SIGNS

AWNING: A roof like cover, often of fabric, metal or glass, designed and intended for protection from weather and providing shade, or as decorative embellishment, and which projects from a wall or roof of a structure over a window, walk, door or similar.

BANNER: A temporary sign of fabric, plastic, paper, or other light pliable material.

BILLBOARD: Same as off-site sign.

BUILDING: Any structure used or intended for supporting or sheltering any use or occupancy.

CABINET SIGN: A sign that contains all the text and/or logo symbols within a single enclosed case.

CONTRIBUTING PROPERTY TO A HISTORIC DISTRICT: A building contributing to the historic significance of a district is one which by location, design, setting, materials, workmanship, feeling, and association adds to the district's sense of time and place and historical development. Typically reserved for those structures that are at least 50 years old, in good condition and with their architectural integrity substantially intact. Ordinarily, buildings that have been built within the past 50 years shall not be considered to contribute to the significance of a district unless a strong justification concerning their historical or architectural merit is given or the historical attributes of the district are considered to be less than 50 years old.

COPY: The words, letters, symbols, illustrations, or graphic characters used to convey the message of a sign.

COUNCIL USE PERMIT: A discretionary authorization issued by the [City Council](#) upon a finding, through a public hearing, that the proposed activity permitted by such Council Use Permit is in conformance with the intent of this Code, the [General Plan](#) and/or other specified plans or Council policies; and will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general. Such Council Use Permit may be limited by specific conditions, restrictions, terms, or time periods. Refer to [Chapter 70](#).

DETACHED SIGN: Any sign permanently anchored to the ground which stands alone on its own foundation and structural supports, and detached from any supporting elements of a building.

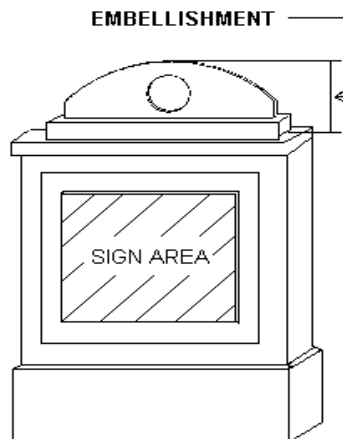
DIRECTIONAL SIGN: A sign which includes copy offering pertinent directional information for the purpose of assisting in the flow of vehicular or pedestrian traffic.

DIRECTORY SIGN: A sign listing name, use, and/or location within a building, building complex, or multi-tenant development.

ELECTRONIC MESSAGE DISPLAY: A sign capable of displaying words, symbols, figures, or images that can be electronically changed by remote or automatic means. Such signs shall include the following modes of operations:

- Static: Signs which include no animation or effects simulating animation.
- Fade: Signs where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
- Dissolve: Signs where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.
- Travel: Signs where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.
- Scrolling: Signs where the message is changed by the apparent vertical movement of the letters or graphic elements of the message.

EMBELLISHMENT: Structural or decorative elements of a sign incorporating representations of the significant architectural features of the associated building or development. Embellishment shall not include letters, numerals, figures, emblems, logos, colored bands, or other features conveying a commercial advertising message.



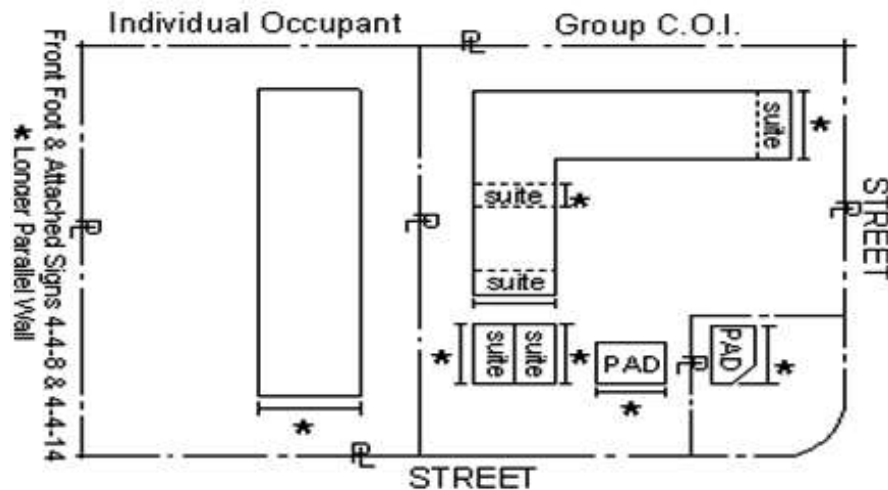
FIXED BALLOON: Any lighter-than-air or gas-filled inflatable object attached by a tether to a fixed place.

FREESTANDING SIGN: Same as detached sign.

FREEWAY: A controlled access highway as defined in [A.R.S. §28-601\(1\)](#), and all rights-of-way associated therewith.

FREEWAY LANDMARK MONUMENT: A sign structure of architectural quality which exceeds 12 feet in height or 80 square feet in area, intended to be viewed from an adjacent freeway for purposes of identifying an associated commercial or non-commercial development.

FRONT FOOT: The maximum lineal dimension of an exterior wall, excluding canopies and projections, measured on a straight line parallel to a fronting street. For purposes of this definition, all pad buildings and pad occupancies within a group commercial-office-industrial development, located on a corner parcel, are defined as having exterior walls fronting on both streets.



GRADE: The top of curb or edge of pavement where no curb exists.

GROUP C-O-I DEVELOPMENT: A commercial, office, or industrial development where there are located several separate business activities having appurtenant shared facilities, such as driveways, parking, and pedestrian walkways, and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a [group C-O-I development](#) may, but need not, include common ownership of the real property upon which the development is located, common wall construction, and multiple occupant use of a single structure.

HANGING SIGN: A sign suspended from, and located entirely under a covered porch, covered walkway, or an awning (see figures below).



Perpendicular to Building



Parallel to Street

HEIGHT: The vertical distance to the top of a sign, excluding embellishment, measured from the nearest curb, sidewalk, or street grade.

HISTORIC DISTRICT: Seven (7) or more contiguous properties with at least 300 feet of street frontage composed of buildings that contribute to the historic significance of a district by location, design, setting, materials, workmanship, feeling, and association that creates a sense of time and place and historical development. The buildings must be at least 50 years old, in good condition, and with their architectural integrity substantially intact. Ordinarily, buildings that have been built within the past 50 years shall not be considered to contribute to the significance of a district unless a strong justification concerning their historical or architectural merit is given or the historical attributes of the district are considered to be less than 50 years old.

INTERNAL ILLUMINATION: A source of illumination entirely within the sign which makes the sign content visible at night by means of the light being transmitted through a translucent material, but wherein the source of the illumination is not visible.

LEVEL I HISTORIC STRUCTURES: Include buildings that meet [National Register](#) criteria; i.e., architectural integrity has been retained or modified in an acceptable manner, association has been established with a prominent person, place, or event in Mesa's history; and the structure is at least 50 years in age. These structures can be nominated to the [National Register](#) on their individual merit.

MAINTENANCE: The repair or replacement in-kind of individual sign components including paper, fabric, or plastic copy panels; electrical wiring and bulbs; or paint, stucco, or other exterior finishes. This definition shall not include the replacement of metal or wood cabinets, structural faces, supporting structural members, primary uprights, posts and poles, or the sign in its entirety.

MENU SIGN: A sign used to inform the public of the list of entrees, dishes, foods, and entertainment available in a restaurant.

MENU BOARD: A permanently mounted sign displaying the bill of fare for a drive-thru restaurant.

MONUMENT SIGN: A detached sign mounted on or incorporated into a solid base, and shall be a self-supporting structure.

MULTI-OCCUPANT SIGN: A sign that includes as copy only the names of 2 or more businesses, places, organizations, buildings, or persons it identifies.

MURAL: A painting or pictorial representation applied to or incorporated into a structure or wall, that can be viewed from public places, alleys, rights-of-way.

NONCONTRIBUTING PROPERTY TO A HISTORIC DISTRICT:

A building not contributing to the historic significance of a district is one which does not add to the district's sense of time and place and historical development; or one where the location, design, setting, materials, workmanship, feeling, and association have been so altered or have so deteriorated that the overall integrity of the building has been irretrievably lost.

Ordinarily, buildings that have been built within the past 50 years shall not be considered to contribute to the significance of a district unless a strong justification concerning their historical or architectural merit is given or the historical attributes of the district are considered to be less than 50 years old.

OFF-SITE SIGN: A sign which directs attention for a commercial purpose to a business, commodity, a service, entertainment, or product not related to the other commercial uses existing on the premises upon which the sign is located. Nothing contained in this definition shall be construed to apply to

noncommercial messages or information placed on any sign.

PARAPET WALL: The vertical extension of the exterior building wall above the plate line.

PARCEL: A unit of land shown on a subdivision map, record of survey map, parcel map, or a lot described by metes and bounds, which constitutes a development site whether composed of a single unit of land or contiguous units under common ownership or development.

PEDESTRIAN OVERLAY AREA (POA): The area within the [Downtown Core](#) (DC) zoning district which is characterized as the most intensely developed governmental, cultural, and business core. The boundaries of the POA are the east side of Country Club Drive to the west side of Centennial Way, the South side of 1st Street to the North side of 1st Avenue, as depicted below. The centerline of the aforementioned streets shall be construed to be the boundaries.

City of Mesa Redevelopment Pedestrian Overlay Area

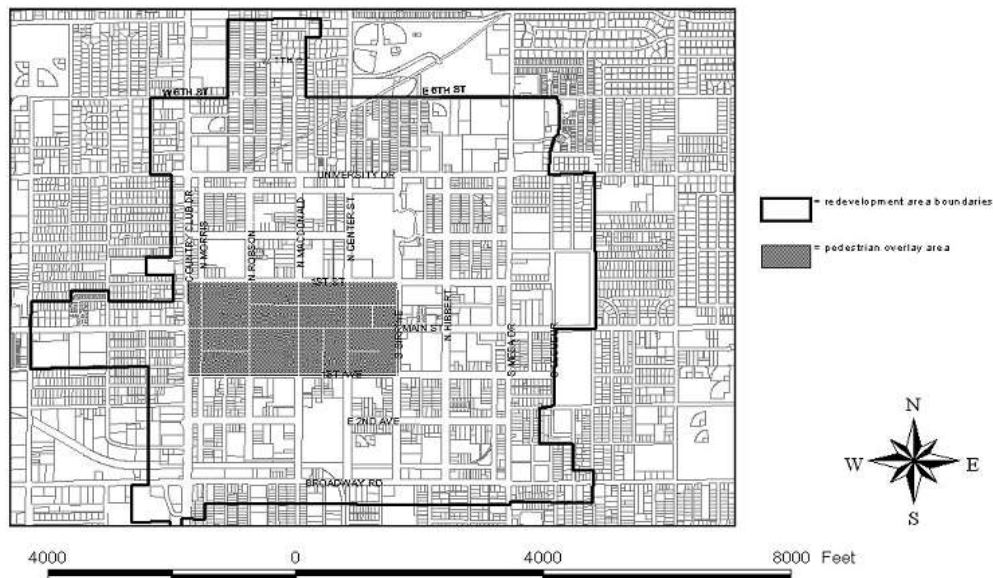


PLATE LINE: The point at which any part of the roof structure first touches or bears upon an external wall.

POLE SIGN: A detached sign supported by one (1) or more uncovered or exposed uprights, supports, or braces.

PORTABLE SIGN: Any sign or advertising device not secured in place, such as an A-frame or spring-loaded sign.



PORTABLE SIGN HEIGHT: The vertical distance to the top of the sign when it is erect, measured from the grade of the sidewalk.

PROJECTING SIGN: A sign attached to a building or other structure and extending in whole or in part more than fifteen inches (15") beyond the building.

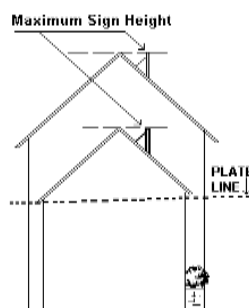
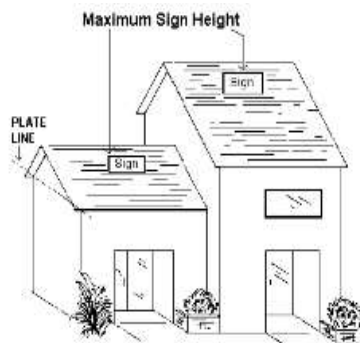


PUBLIC MESSAGE CHANGER: Same as "[Time and Temperature Unit](#)."

PUBLIC TRANSPORTATION SIGN: A sign in association with a facility, station, hub or stop related to a publically owned and/or managed transportation system, such as a Bike Share Facility; car share facility; fixed-rail station or stop; and/or trolley, bus-rapid transit or local bus stations or stops; with placement of such signs limited to locations entirely within a street right-of-way or within an easement authorizing the placement of public transportation-related facilities. Such signs shall convey a commercial transactions (on-site or off-site) that are managed and maintained either by the City of Mesa; by a responsible party under contract with the City of Mesa to install and/or manage signs specifically linked to a publically funded transportation system; or by a public organization (organized for the benefit of single or multiple local governments) dedicated to public transportation and in which the City of Mesa is a contractual participant.

READER PANEL: A sign designed to permit immediate change of copy.

ROOF SIGN: An attached sign extending above the plate line or on the parapet of a building or structure, as depicted below.



SIGN: Any device conveying either commercial or noncommercial messages or both commercial or noncommercial messages for visual communication that is used for the purpose of bringing the subject thereof to the attention of the public; but not including any lawful display of merchandise.

The term "sign" shall also mean and include any display of one (1) or more of the following:

Any letter, numeral, figure, emblem, picture, outline, character, spectacle delineation, announcement, trademark, logo; or

Multiple-colored bands, stripes, patterns, outlines, or delineations displayed for the purpose of commercial identification; or

Anything specified above in part or in combination by any means whereby the same are made visible from beyond the boundaries of the lot or parcel of property on which the same are displayed for the purpose of attracting attention outdoors to make anything known.

SIGN AREA:

The area of a sign is the entire area within a single continuous perimeter composed of parallelograms, circles, ellipses, trapezoids, and triangles, or a combination of 2 of the above or regular portions thereof per sign panel which encloses the extreme limits of the advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface, or space of a similar nature, together with any frame or other material, color, or condition which forms an integral part of the display and is used to differentiate such sign from the wall or background against which it is placed: excluding the necessary supports or uprights on which such sign is placed. Where a sign has 2 faces, the area of both faces shall be included in determining the area of the sign, except that only one (1) face of a double-faced sign shall be considered in determining the sign area, provided both faces are parallel and the distance between faces does not exceed two feet (2'). Where a sign has 3 or 4 faces, the area of the sign shall be calculated as 50% of the total area of all faces, provided the interior angle between adjacent faces is 90° degrees or less.

Where statuary, either genuine or simulated, is used as a sign, the area of said sign shall be the 3 vertical sides of the smallest right rectangle enclosing the figure that are most visible from the public right-of-way.

Embellishment, as defined in this Section, does not constitute sign area.

SIGN STRUCTURE: The supports, uprights, braces and framework of a sign.

SPECIAL USE PERMIT: A discretionary authorization issued by the [Zoning Administrator/Board of Adjustment](#) only upon a finding, through a public hearing, that the proposed activity permitted by such [Special Use Permit](#) is in conformance with the intent of this Code, the [General Plan](#), and/or other specified plans or Council policies; and will be compatible with, and not detrimental to, adjacent properties or the neighborhood in general; and may be limited by specific conditions, restrictions, terms, or time periods.

STRUCTURE: Anything which is built or constructed or any piece of work artificially built up or composed of parts, including, but not limited to, buildings, fences, towers, overhead transmission lines, and mechanical equipment.

SUBDIVISION DIRECTIONAL SIGN: A temporary sign intended to convey the location of an approved subdivision.

TEMPORARY SIGN: A sign either portable or stationary used to display information relating to a land use or event of limited duration and specified in [Section 11-41-7](#) of this Chapter, which is intended to be removed upon termination of said land use or event.

TIME AND TEMPERATURE UNIT: A sign or portion of a sign displaying only current time and temperature in an electronic, digital fashion.

UNIFORM BUILDING CODE (U.B.C.): The current edition of the Uniform Building Code adopted by the City of Mesa.

USE PERMIT: A discretionary written authorization issued through the office of the Superintendent of Building Inspections upon a finding that the proposed activity permitted by such Use Permit is in conformance with the intent of this Code. Such Use Permit may be limited to a specific period of time.

VARIANCE: Authorization to depart from the literal requirements of the Municipal Code generally involving dimensional and locational provisions, but excluding land use.

VEHICLE SIGN: A sign mounted, painted, placed on, attached or affixed to a trailer, watercraft, truck, automobile, or other form of motor vehicle so parked or placed so that the sign thereon is discernable from a public street or right-of-way as a means of communication. The term shall not include a symbol, mark, or other medium of identity that is intrinsic, inherent, or otherwise belonging to the vehicle by nature of its manufacture, or a license plate frame, bumper sticker, spare tire cover, or similar appurtenance displaying a commercial message, when placed in the number, amount, location, and manner customarily found on a vehicle, or messages painted directly on, or adhesive vinyl film affixed to, the interior or exterior surface of a vehicle window.

WALL-MOUNTED SIGN: A sign mounted flat against and projecting less than 15 inches from, or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. This does not include window signs.

WINDOW SIGN: Any sign placed on, affixed to, painted on, or located within the casement or sill area of a mineral glass window.

WINDOW SIGN AREA: The window sign area shall be computed by calculating each windowpane or panel. A group of windowpanes or panels may be considered one (1) window if they are adjoining or are not separated by more than 6 inches. The area shall be separate for each building face, and for each window. For purposes of this definition the building face shall include any doors or walls with varying wall planes.

11-41-6: Signs Permitted By Zoning District

A. Purpose and Intent.

The purpose of this Chapter is to provide for reasonable signage for purposes of identification of buildings, developments, and individual occupancies that is compatible with the associated land use and neighboring developments. It is the intent of this Chapter that attached and detached signs are permitted in scale with the intensity of the land use and the size of the development.

B. [AG](#), [RS-90](#), and [RS-43](#) Districts.

1. One (1) nonilluminated sign per lot or parcel not exceeding 6 square feet in area or 6 feet in height.
2. Such sign shall convey only the use conducted on the property, and/or the name and address of the occupant, lessee, or owner of the premises on which such sign is displayed.

C. [RS-35, RS-15, RS-9, RS-7, RS-6 and all RSL Districts.](#)

1. One (1) nonilluminated sign per lot or parcel not exceeding 6 square feet in area or 6 feet in height.
2. Said sign shall convey only the name and address of the occupant, lessee or owner of the premises on which such sign is displayed.

D. [RM-2, RM-3, RM-4, RM-5 and O-C Districts.](#)

1. Two (2) signs per parcel or development not exceeding a combined area of one (1) square foot per each 5 lineal feet of street frontage of the lot or development site. Parcels having frontage on more than one street shall be permitted signage based on each street frontage.
2. No sign shall exceed 32 square feet in area and, if detached, shall not exceed 8 feet in height.
3. Developments in the O-S district shall be permitted at least 24 square feet of sign area.

E. [NC, LC, GC, PEP, LI, GI, HI and PS Districts.](#)

1. Attached Signs.
 - a. Occupancies with less than 100 front feet: two (2) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building occupancy.
 - b. Occupancies with more than 100 front feet: three (3) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building occupancy.
 - c. Total attached signage shall not exceed 160 square feet per occupancy.
 - d. Attached signage shall not extend horizontally a distance greater than fifty percent (50%) of the width of the building wall on which it is displayed, except for buildings containing multiple occupancies (See figure below).
 - e. Each occupancy shall be permitted at least 24 square feet of attached signage.
 - f. Occupancies having no exterior wall parallel to a fronting street shall be permitted signage based on 2 square feet of sign area for each lineal foot of exterior wall of the front of such occupancy.
 - g. Occupancies having an exterior building wall parallel to more than one (1) fronting street shall be permitted signage based on the longer parallel wall. Signage placed on the shorter parallel exterior wall shall not exceed 2 square feet of area per front foot of building occupancy of such shorter parallel wall, and this area shall be subtracted from the total allowable sign area (See Figure 11-41-6.A) below.

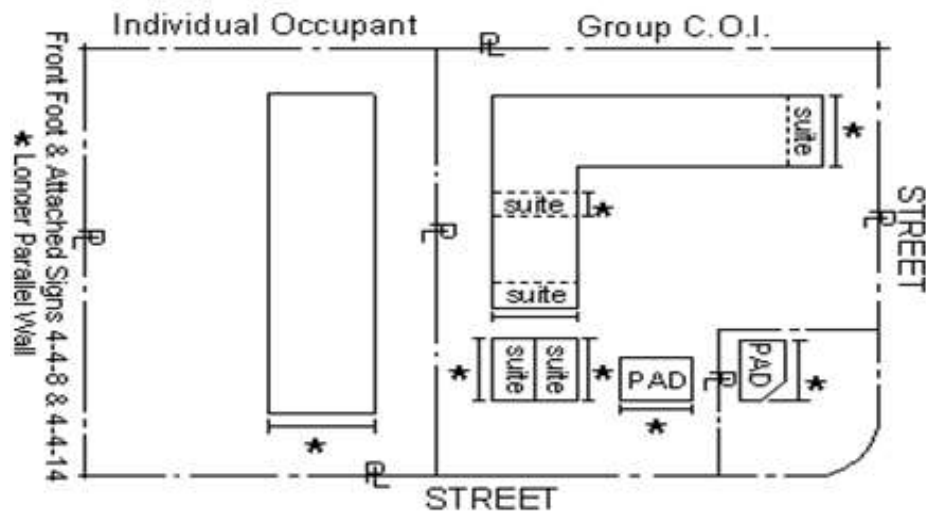


Figure 11-41-6.A

- h. Attached signage shall be located on the specific occupancy identified therein and is not transferable from one occupancy to another.
2. Detached Signs.
 - a. One (1) square foot of total sign area per lineal foot of street frontage.
 - b. One (1) foot of total sign height per each ten feet (10') of street frontage.
 - c. Developments, including [group C-O-I developments](#), displaying more than one (1) detached sign per street frontage shall be permitted 50% of total aggregate sign area and sign height specified in (1) and (2) above.
 - d. No detached sign shall exceed 80 square feet in area or 12 feet in height.
3. Window Signs.

The following requirement pertains only to those businesses located in the [Downtown Zoning Districts](#):

- a. Maximum of 30% of window coverage is allowed. Seventy percent (70%) of the window must be able to be seen through.
- b. Window signs are only allowed on the ground floor of the building.

F. [PC District](#).

1. All attached and detached permanent signs in a [PC District](#) shall be as specified in the [Community Plan](#), or by an adopted [Comprehensive Sign Plan](#) reviewed and approved in accordance with all requirements of [Section 11-41-8\(D\)13](#).
2. [Freeway Landmark Monument Signs](#) shall not be governed by a Community Plan for a PC District, and shall be reviewed and decided in accordance with all requirements of [Section 11-41-8\(D\)18](#).

G. ID Districts

1. For ID-1 districts: All attached and detached signs shall be as specified in this chapter for the selected base zoning district, unless specified otherwise in the adopted Infill Incentive Plan, or by an adopted Comprehensive Sign Plan decided in accordance with Section 11-41-8(D)13.
2. For ID-2 districts: Allowances for all attached and detached signs shall be specified in the adopted Infill Incentive Plan, or may be determined by separate application for a Comprehensive Sign Plan decided in accordance with Section 11-41-8(D)13.
3. Freeway Landmark Monument Signs shall not be governed by a Infill Incentive Plan for an ID District, and shall be reviewed and decided in accordance with all requirements for a Council Use Permit and of Section 11-41-8(D)18.

H. Downtown Zoning Districts Maximum Number and Type/Area/Height of Signs Allowed.

1. Table 11-44-1 identifies the maximum number of signs, height, area, and type permitted in the Downtown Zoning Districts DR-1, DR-2, DR-3; DB-1, DB-2, AND DC (See following pages).
2. Table 2 identifies the maximum number of signs, area/height allowed in the Downtown Pedestrian Overlay Area (POA) (See following pages).

The purpose of Table 2 is to allow alternative types of signs in the POA in lieu of the number, height, area, and type of signs in the Downtown Zoning District DC.

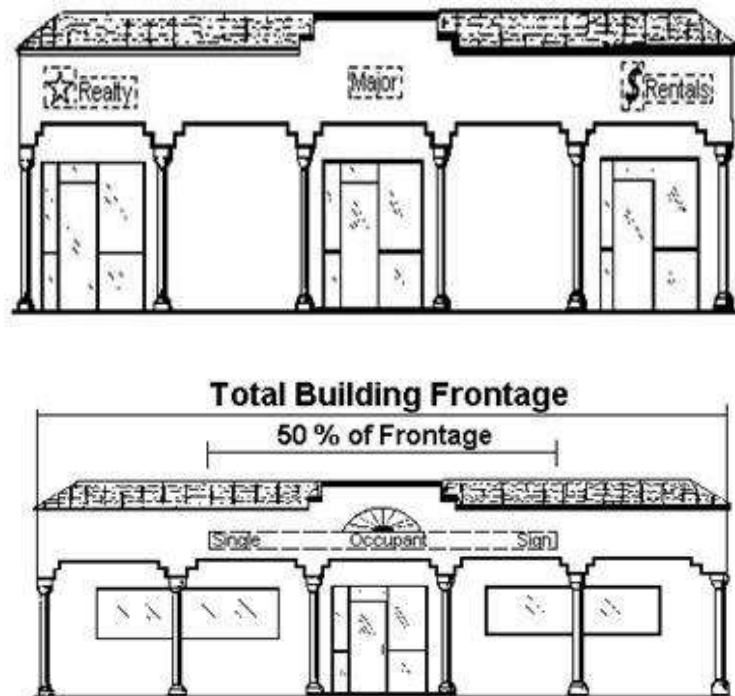


Figure 11-41-6.H

Table 11-41-1: Downtown Zoning District Maximum Number and Type/Area/Height of Signs Allowed			
<i>Zoning</i>	<i>Sign Type</i>	<i>Maximum number of signs permitted</i>	<i>Area</i>
DR-1/DR-2 (g,h,q, j.)			
Residential Dwelling	Wall (a, c, d)	1	2 sq. ft.
Office Development in Contributing Property to Historic District	Wall (a)	1	6 sq. ft.
Residential Subdivision	Monument (a, o)	1	1 sq. ft. for each 5 linear ft. of street frontage of the development site, not to exceed 15 sq. ft. and not to exceed 5ft in height.
School/Place of worship	Wall (a, l) Monument (a, o)	1 1	12 sq. ft. 15 sq. ft. and not to exceed 5 ft. in height.
DR-3 (g,j,q)	Wall (a, h, l) Monument (a,o)	1 per street and per alley frontage 1	
DB-1 / DB-2 / DC (g,h,i,l,m,n)	Wall (a,e,f)	1 per street and per alley frontage	2 sq. ft. of total sign area for each front ft. of building occupancy. Total area allowed is 120 sq. ft. All buildings will be allowed a minimum of 32 sq. ft. of total sign area.
	Monument (a,o)	1 per street frontage	1 sq. ft. of total sign area per linear ft. of street frontage, not to exceed 32 sq. ft. in area. Maximum height shall be 5ft.
	Window Sign	1	30% of window coverage
	Awning	1 per street frontage	1 sq. ft. per lineal ft. of awning (maximum 50% of awning). Sign on valance of awning only. Awning shall be no closer than 2ft from face of curb and shall not project more than 10 ft. from face of building. Awning support must be at least 8 ft. above sidewalk; the bottom edge of the loose valance must be at least 8 ft. above sidewalk. Engineering Department must review and approve location of the awning in relation to traffic signals. Street signs, etc.

- a. Can be illuminated.
- b. Can be externally illuminated only.
- c. Convey only name/address of the occupant/lessee/owner of premises.
- d. Wall-mounted or under architectural projection.
- e. Attached signage shall not extend horizontally a distance greater than fifty percent (50%) of the width of the building wall on which it is displayed, except for buildings containing multiple occupancies.
- f. Attached signage shall be located on the occupants building only.

- g. Free standing Pole Signs are not permitted.
- h. The Wall Mounted Signs must use individual letters. Canned Signs are not permitted.
- i. Neon Signs are permitted subject to design review approval by the [Zoning Administrator](#). Neon Signs shall be permitted provided that the neon is compatible and harmonious with the primary color(s), style, and architecture of the building or development;
- j. Window Signs shall only be allowed on the ground floor of a building.
- k. Awning Signs shall only be allowed on the ground floor of a building.
- l. A [Comprehensive Sign Permit](#) shall be required for signage on upper level stories of buildings exceeding 2 stories.
- m. Reader Panel Signs:
 - (1) Churches may use up to one-half (1/2) of the allowed freestanding sign area for a reader panel.
 - (2) Gasoline service stations may use up to one-half (1/2) of the allowed freestanding sign area for a reader panel only to identify the current price of fuel being sold.
 - (3) The maximum sign area used for the reader panel shall be 24 square feet.
 - (4) Theaters:
 - (a) One (1) wall, fascia, mansard, or parapet sign may contain a reader panel.
 - (b) The area of the reader panel shall not exceed 75 square feet or the maximum wall sign area otherwise allowed, whichever is less.
 - (c) The reader panel shall be used exclusively for the purpose of identifying entertainment, motion pictures, or special events which occur on the premises.
- n. Menu Boards for Drive-Thru Restaurants.
 - (1) One (1) menu board is allowed per business. Such signs may be free standing or wall mounted.
 - (2) The maximum aggregate area for a menu board shall no exceed 45 square feet.
 - (3) The maximum sign height shall not exceed 6 feet for freestanding signs
 - (4) The sign should be located so as to not be readable from the public right of way.
- o. The abstract ratio of width to height cannot exceed 2:1.
- p. 70% of the window must be able to be seen through.
- q. Maximum of 30% window coverage is allowed, 70% of the window must be able to be seen through.

Table 11-41-2: Pedestrian Overlay Area (POA)					
<i>Sign Type</i>	<i>Maximum number of signs permitted</i>	<i>Area Street Frontage</i>	<i>Area Alley Frontage</i>	<i>Sign Length</i>	<i>Height</i>
Building Name Sign Wall Mounted (a,l,f,g,i,j)	1 per street and per alley frontage	1 sq. ft. per linear ft. of frontage to a max. = 50 sq. ft.	½ sq. ft. per linear frontage to a max. = 25 sq. ft.	Maximum 50% of frontage	No higher than 4 ft from top of building, or 25 ft from grade, whichever is less.

Table 11-41-2: Pedestrian Overlay Area (POA)					
<i>Sign Type</i>	<i>Maximum number of signs permitted</i>	<i>Area Street Frontage</i>	<i>Area Alley Frontage</i>	<i>Sign Length</i>	<i>Height</i>
Multi-Occupancy Wall Mounted (a,l,f,g,i)	1 per street and per alley frontage	1 sq. ft. per linear ft. of frontage to a max = 30 sq. ft.	½ sq. ft. per individual suite frontage to a max =15 sq. ft.	Maximum 50% of frontage	No higher than 4 ft from top of building, or 25 ft from grade, whichever is less.
Single Occupancy Wall Mounted (a,l,f,g,i)	1 per street and per alley frontage	1 sq. ft. per linear ft. of frontage to a max = 40 sq. ft.	½ sq. ft. per individual suite frontage to a max =20 sq. ft.	Maximum 50% of frontage	No higher than 4 ft from top of building, or 25 ft from grade, whichever is less.
Awning (c, l)	1 per street and per alley frontage	1 sq. ft. per linear ft. of awning	½ sq. ft. per linear ft. of awning	Maximum 50% of awning	Sign on valance of awning only. Awning shall be no closer than 2ft. from curb and shall not project more than 10ft from face of building. Awning support must be at least 8ft above sidewalk; the bottom edge of the loose valance must be at least 8ft ft above sidewalk. Engineering must review and approve location of the awning in relation to traffic signals, street signs.
Hanging Sign (Parallel to Street) (b)	1 per street and per alley frontage	10 sq. ft.	N/A	10 ft.	No higher than ceiling of the canopy, and no lower than 7ft. from grade.
Hanging Sign (Perpendicular to Building) (b)	1 per street and per alley frontage	6 sq. ft.	N/A	6 ft.	No higher than ceiling of the canopy, and no lower than 7ft. from grade.
Projecting Signs (d,e,f,g,k)	1 per street and per alley frontage	1 sq. ft. per linear ft. of frontage to a max = 24 sq. ft.	½ sq. ft. per individual suite frontage to a max =12 sq. ft.	Not more than 4ft from face of the building.	8 ft above pedestrian sidewalk, of 14ft. above vehicular drive.
Window Signs (h, p)	1	Maximum of 30% of window coverage	N/A	N/A	N/A
Menu Signs (b)	1	4 sq. ft.	N/A	N/A	N/A
Monument (f,m,n)	1 per street frontage	1 sq. ft. of the total area per linear ft. of frontage max. = 32 sq. ft.	N/A	N/A	5 ft.
Portable (o)	1	7 sq. ft.	N/A	N/A	3.5 ft.

- a. Can be illuminated.
- b. Cannot be illuminated.
- c. Can be externally illuminated only.
- d. Mounted at 90° angle and are separated from any other projecting sign by a distance of not less than 12 ft.
- e. A Projecting Sign is permitted in lieu of a wall-mounted sign. A Projecting Sign cannot be placed on the [Colonnade](#).

- f. These Wall Mounted Signs must use individual letters. Canned Signs are not permitted.
- g. Neon Signs are permitted subject to design review approval by the [Zoning Administrator](#). Neon signs shall be permitted provided that the neon is compatible and harmonious with the primary color(s), style, and architecture of the building or development.
- h. Window Signs shall only be allowed on the ground floor of the building.
- i. Awning Signs shall only be allowed on the ground floor of the building.
- j. A Wall-Mounted Sign is allowed on the colonnade in lieu of a wall-mounted sign on the building.
- k. Projecting Signs shall only be used for the ground floor businesses.
- l. A [Comprehensive Sign Permit](#) shall be required for signage on upper level stories of buildings exceeding 2 stories.
- m. Reader Panel Signs:
 - (1) Churches may use up to one-half (1/2) of the allowed monument sign area for a reader panel.
 - (2) Gasoline service stations may use up to one-half (1/2) of the allowed monument sign area for a reader panel only to identify the current price of fuel being sold. The maximum sign area used for the reader panel shall be 24 square ft.
 - (3) Theaters:
 - a) One (1) wall, fascia, mansard, or parapet sign may contain a reader panel.
 - b) The area of the reader panel shall not exceed 75 sq. ft or the maximum wall sign area otherwise allowed, whichever is less.
 - c) The reader panel shall be used exclusively for the purpose of identifying entertainment, motion pictures, or special events which occur on the premises.
- n. Monument sign. In addition to a wall mounted sign, monument signs are permitted for a business located in the [POA](#) subject to the following:
 - (1) The abstract ratio of width to height cannot exceed (2:1).
 - (2) The business is located on either 1st Street, 1st Avenue, or Country Club Drive.
 - (3) Compliance with the Design Guidelines for Detached Signs found in [Section 11-14-3](#) of the Mesa City Code.
- o. Portable Signs. In addition to a wall mounted sign, portable signs for a business located within the pedestrian overlay area (the "[POA](#)") are permitted subject to the following annual conditions:
 - (1) A business owner who desires to utilize a portable sign within the [POA](#) shall be required annually to apply for and obtain an [Administrative Use Permits](#) (the "Use Permit") from the City of Mesa [Planning Director](#) or designee. The cost of the use permit shall be twenty-five dollars (\$25.00) per year and shall be valid for one (1) year from the date of issue. As part of the application process, the [Planning Director](#) shall designate to the business owner the approved location for the placement of the portable sign within the [POA](#).
 - (2) A business owner shall apply to the Planning Director for renewal of the Use Permit within 30 days of the expiration date of the current use permit. The Planning Director shall renew the use permit provided that, on the date of application, the business owner is in compliance with all provisions of the City's Sign Code pertaining to portable signs and further provided that, on the date of application, the use of portable signs within

the [POA](#) is still an allowed use under the then existing City Sign Code.

- (3) A portable sign may be located on private property or within the public right-of-way, provided they do not interfere with pedestrian movement or wheelchair access to, through and around the site or obstruct [ADA](#) access. A minimum access width of 5 feet shall be maintained along all sidewalks and building entrances accessible to the public. If a portable sign is located within the public right of way, the business owner shall be required to obtain an encroachment permit from the [City Engineer](#).
 - (4) A portable sign shall not encroach into required off-street parking areas, and may not be arranged so as to create site distance conflicts or other traffic hazards.
 - (5) A portable sign shall be utilized only during the regular hours of operation of the business or special event, and shall be removed during non-business hours.
 - (6) A portable sign shall be professionally made and constructed of durable, weather-resistant materials such as aluminum, plastic, or wood finished surfaces and shall be maintained in good condition throughout the term of the [Use Permit](#).
 - (7) At the time of application, and for any renewals, a use permit application for a portable sign shall require submission of a [Certificate of Insurance](#) which complies with the following criteria:
 - a) Public liability insurance in an amount not less than \$1,000,000.00 for injuries to each person, and in an amount not less than \$1,000,000.00 for any one occurrence.
 - b) Property damage insurance in an amount not less than \$1,000,000.00 for damage to the property of each person on account of any one occurrence.
 - c) Said policies shall name the city of mesa as additional insured and shall constitute primary insurance for the city, its officers, agents and employees, so that any other policies held by the city shall not contribute to any loss under this insurance.
 - d) Policies shall provide for 30 days prior written notice to the city of cancellation or material changes.
3. The height of the sign shall be measured from the sidewalk grade to the top of the sign when it is erect.
- a. 70% of the window must be able to be seen through.

I. Comprehensive Sign Plans in Downtown Zoning Districts.

The provisions contained in [11-41-6\(F\)](#), Table 2 may be modified subject to the provisions outlined in [Section 11-41-8\(D\)13](#) for a [Comprehensive Sign Plan](#).

J. Murals in Downtown Zoning Districts.

A mural may be located anywhere in the [Downtown Zoning Districts](#) subject to a sign permit. All murals shall require design review by the [Design Review Board](#) prior to the issuance of a permit.

11-41-7: Temporary Signs**A. Purpose and Intent.**

The purpose of this Chapter is to allow temporary signage for specified land uses and events of a limited duration. It is intended that these provisions shall provide for increased flexibility of the ordinance by recognizing the distinction between permanent and temporary signage.

B. Real Estate Signs.

1. Signs pertaining only to the lease, sale, or rental of the land or buildings upon which such signs are displayed are permitted in all zoning districts.

- a. (One (1) nonilluminated sign per street frontage in conformance with the following schedule:

Parcel Size	Max. Area	Max. Height	Min. Setback from Prop. Lines
Less than 1.0 ac.	6 sq. ft.	6 ft.	None
1.0 ac. To 10.0 ac.	12 sq. ft.	6 ft.	10 ft.
More than 10.0 ac.	24 sq. ft.	8 ft.	10 ft.

- b. Real estate signs shall be removed within 10 days after the lease, sale, or rental of the property or building has been accomplished.
 - c. Portable real estate signs shall not exceed 6 square feet in area or 4 feet in height.
 2. Open house directional signs intended to direct traffic to a residence for lease, sale, or rental are permitted in all zoning districts.
 - a. Three (3) nonilluminated signs per each home or group of homes in a subdivision for sale.
 - b. No such sign shall exceed six (6) square feet in area.
 - c. Signs shall only be displayed while a salesperson is on duty at the home for sale.
 - d. Signs shall not be located in the public right-of-way or be placed so as to create a traffic hazard.
 - e. The display of such signs for subdivision sales is permitted but not in addition to weekend subdivision directional signs as specified in [11-41-7\(E\)](#).

C. Contractor Signs.

1. Signs designating the contractors engaged in the construction or repair of the development upon which such signs are displayed are permitted in all zoning districts.
2. One (1) nonilluminated sign per street frontage not exceeding eight (8) square feet in area and six feet (6') in height.
3. Signs shall not be placed closer than ten feet (10') to the public right-of-way.

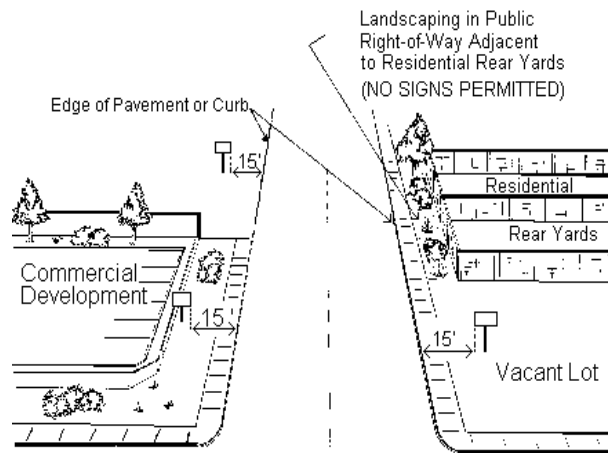
D. Development Signs.

1. Signs pertaining only to the proposed development of the property on which such signs are located are permitted in all zoning districts.
2. Development sites less than one (1) acre: one (1) nonilluminated sign per street frontage not exceeding thirty-two (32) square feet in area and eight feet (8') in height.

3. Development sites more than one (1) acre: one (1) nonilluminated sign per street frontage not exceeding eighty (80) square feet in area and 12 in height.
4. Signs shall be placed at least 10 feet from any public right-of-way, and shall be promptly removed upon completion of the development.

E. Subdivision Signs.

1. Signs pertaining to the sale of lots, tracts, or homes within a recorded subdivision are permitted on the site of such subdivision in all zoning districts in conformance with the following:
 - a. One (1) sign per recorded subdivision per perimeter abutting street up to a maximum of 3 signs per subdivision. Such signs shall not be transferable from one street frontage to another.
 - b. A [Use Permit](#) shall be required for the placement of a subdivision sign. Such Use Permit shall be valid for 2 years or until all lots in the subdivision have been sold, whichever occurs first.
 - c. Signs shall be placed at least 10 feet from any public right-of-way and shall be promptly removed upon completion of the sale of the lots or the expiration date specified by the [Use Permit](#), whichever is sooner.
 - d. Signs shall not exceed 48 square feet in area or 10 feet in height.
2. Subdivision directional signs, located beyond the boundary of the subdivision, are permitted only in the NC, LC, GC, LI, GI, [DB-1](#), and [DB-2](#) zoning districts, in conformance with the following:
 - a. A maximum of 2 signs per recorded subdivision.
 - b. Signs shall not be placed within the public right-of-way nor within 15 feet from the existing curb or from the edge of pavement where no curb or sidewalk exists.
 - c. A [Use Permit](#) shall be required for the placement of a subdivision directional sign. Such Use Permit shall be valid for 2 years or until all lots in the subdivision have been sold, whichever occurs first.
 - d. Signs shall not exceed 48 square feet in area or 10 in height.
3. Subdivision weekend directional signs are permitted in all zoning districts in accordance with the following:
 - a. A maximum of 10 signs including open house directional signs as provided in [11-41-7\(B\)](#) are permitted per each recorded subdivision having an on-site sales office within the [City of Mesa](#).
 - b. Signs shall not exceed 3 square feet in area or 4 feet in height.
 - c. Signs shall be set back at least 15 feet from the existing curb or from the edge of pavement where no curb or sidewalk exists.
 - d. Signs shall not be placed in any landscaped portion of the public right-of-way located between a street or sidewalk and a property line fence (i.e. residential lot backup to an arterial street—see figure below), except when such signs are located within the boundaries of the recorded subdivision plat.



- e. Such signs shall be displayed only during the hours between 2:00 P.M. Friday and 8:00 A.M. on the following Monday.
- f. A [Use Permit](#) shall be required for the display of weekend subdivision directional signs. Such Use Permit shall be valid for one (1) year or until all lots in the subdivision have been sold, whichever occurs first. The display of weekend subdivision directional signs in violation of these provisions shall result in immediate revocation of such Use Permit.

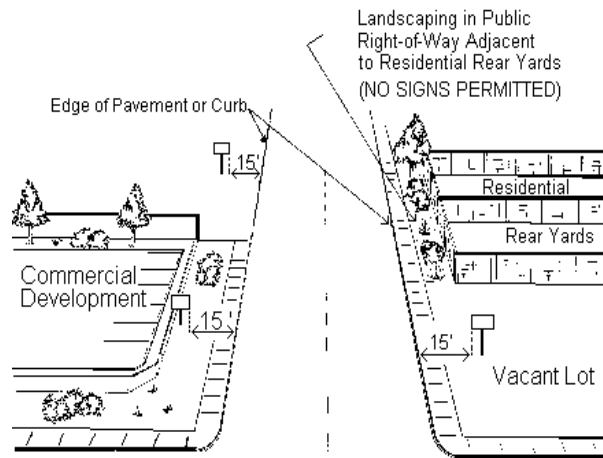
F. **Banners and Nonrigid Signs.**

1. Canvas signs, banners, advertising flags, pennants, streamers, garlands, whirly-gigs, and similar devices are permitted only for the initial opening of a new business, new occupancy, or new proprietor or management.
 - a. A [Use Permit](#) shall be required for the display of banners and nonrigid signs.
 - b. Such Use Permits shall be valid for a maximum period of 30 consecutive days.
2. Banners are permitted within the public right-of-way in existing approved locations for informational messages concerning civic and cultural programs within the [Downtown Zoning District](#), subject to the approval of the [Zoning Administrator](#). Sponsorship shall be allowed no more than 15% coverage on a streetlight banner. Sponsorship shall be allowed no more than 30% coverage on an over-the-street banner.

G. **Political and Campaign Signs.**

1. Signs pertaining to candidates for public office, measures, or issues on primary, general, or special election ballots are permitted in all zoning districts.
2. In Single Residence districts on lots smaller than one (1) acre, one (1) sign per street frontage for each candidate or measure not exceeding 8 square feet in area and 6 feet in height.
3. In Single Residence districts on lots larger than one (1) acre and in all other zoning districts, one (1) sign per street frontage per lot or parcel for each candidate or measure not exceeding 32 square feet in area or 8 feet in height.

4. Signs shall be removed within 10 days following said election. Signs for successful primary election candidates eligible for the general election may remain after the primary election.
5. Signs shall be set back at least 15 feet from the existing curb or from the edge of pavement where no curb or sidewalk exist (See figure below).



6. Signs shall not be placed in any portion of the public right-of-way located between a street or sidewalk and a property line fence (i.e., residential lot backup to an arterial street).
7. The person, party, or parties responsible for the distribution and display of such signs shall be individually and jointly responsible for their removal.

11-41-8: General Provisions

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A. Purpose and Intent.

The purpose of this Chapter is to allow for consideration of unusual situations or special circumstances that require additional provisions and regulations. It is also the intent to provide procedures for the administration of this Chapter, to identify prohibited signs, to establish procedures for obtaining permits, and to provide for the removal of dangerous and discontinued signs.

B. Exceptions and Signs Not Requiring a Permit.

1. Exceptions. The provisions of this Chapter shall not apply to the following, and are therefore excepted. Note: Electric permit required for all exterior electric signs.
 - a. Flags, pennants, or insignia of any nation, state, county, city, or other political unit, or any church or religious organization.
 - b. Works of fine art, statuary, sculpture, or depictions of persons, places, or events noncommercial in nature and not used for purposes of commercial identification.
 - c. Temporary decorations or displays associated with traditional patriotic, religious, or local holidays, festivals, or events. Said signs may be displayed 30 calendar days prior to the event and 10 calendar days after the event.
 - d. Temporary signs for events of a general City wide civic or public benefit.

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- e. Signs not discernable beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way.
 - f. The placement and maintenance of official traffic, fire, and police signs, signals, and devices and markings of the [State of Arizona](#) and the [City of Mesa](#) or other authorized public agency, and the posting of notices as required by law.
 - g. Nonilluminated directional or informational signs of a noncommercial public or quasi-public nature, including street, building, or suite numbers which do not exceed 6 square feet.
 - h. Signs displayed during recognized holidays as identification of temporary sales areas for trees, pumpkins, and similar holiday items, provided such signs are displayed only within 30 days prior to the recognized holiday.
 - i. Signs displayed within the interior, or on the inside of the windows, of a building except as regulated by Section 11-41-6, [Tables 1](#) and [2](#), of this Chapter.
 - j. Messages painted directly on, or adhesive vinyl film affixed to, the exterior surface of existing mineral glass windows except within the [Downtown District](#).
 - k. Menu signs within the [Pedestrian Overlay Area](#) (POA).
 - l. Signs which have been designated a historic landmark by the [City of Mesa](#).
2. Permits Not Required. Sign permits are not required for the following signs provided that such signs are subject to all other provisions of this Chapter. Note: Electric permit required for all exterior electric signs.
- a. Any sign not exceeding 6 square feet in area and not otherwise prohibited by this Chapter except within the [Downtown Zoning District](#).
 - b. Temporary signs not exceeding 32 square feet in area and specifically permitted by this Chapter.
 - c. Standard sign maintenance.
 - d. Relocation as required by the City.
 - e. Window signs as permitted in 11-41-6, [Tables 1](#) and [2](#), of this Chapter

C. Prohibited Signs.

1. The following signs and conditions are prohibited:
- a. “A” frame and all other portable signs except as permitted in [11-41-7\(B\)](#), [11-41-6\(F\)](#), and [11-41-8\(D\)](#) of this Chapter.
 - b. Vehicle signs which are displayed for the purpose of exhibiting commercial advertising, identifying an on-site business, or supplying directional information to an off-site business, by means of any of the following which proves a violation:
 - i. The absence of a current, lawful license plate affixed to the vehicle on which the sign is displayed; or
 - ii. The vehicle being inoperable as defined in [Section 8-6-2](#) of the [Mesa City Code](#); or
 - iii. The vehicle on which the sign is displayed is not parked in a lawful or authorized location, or is on blocks or other supports, or is parked in a manner that is distinct or different from the pre-determined parking area design; or
 - iv. The vehicle on which the sign is displayed is not used for business activities associated with the product(s) or service(s) designated by the vehicle sign for two (2) consecutive business days; or
 - (1) The vehicle on which the sign is displayed is a part, section, or element of an outdoor display by a dealership or business of

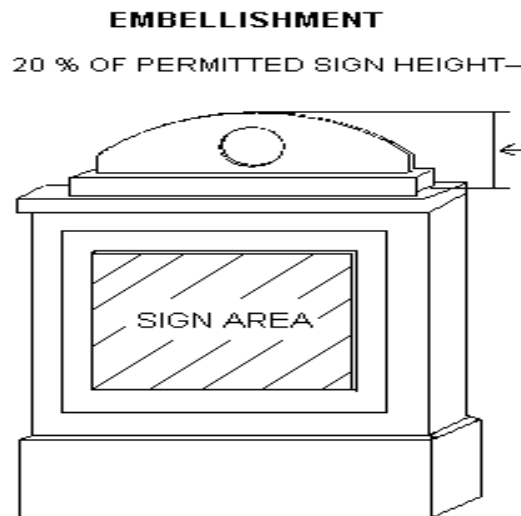
transportation vehicles such as motor vehicle, recreational vehicle, watercraft, manufactured home, motorcycle, or utility trailer.

- c. Balloons, banners, advertising flags, and nonrigid signs, except as permitted in Sections [11-41-7\(F\)](#) and [11-41-8\(D\)](#) of this Chapter.
- d. Off-site signs (billboards), except as permitted in Sections [11-41-7\(E\)](#) and [11-41-8\(D\)](#) of this Chapter.
- e. Signs that employ intermittent or flashing illumination, animation, stereopticon, motion picture, or laser projection, sound emission, rotation or other movement, visible moving parts, or any device creating the illusion of motion (except time and temperature units and electronic message displays as defined in this Chapter).
- f. Signs located within a public right-of-way or attached signs which project more than 15 inches into a public right-of-way or are less than 8 feet above grade, except political signs placed in conformance with [11-41-7\(G\)](#) of this Chapter.
- g. Signs displayed in a location prohibited by this Chapter.
- h. Signs placed so as to prevent or inhibit free ingress to or egress from any door, window, or any exit way required by the [Mesa Building Code](#), or by [Fire Department Regulations](#).
- i. Signs attached to any public utility pole or structure, streetlight, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, bus bay, or other location on public property.
- j. Signs placed in a location which obstructs the view of any traffic sign, signal, or other traffic- control sign, or of a vehicle operator entering, exiting, or traveling upon the public right-of-way.
- k. Signs that by way of shape, color, or position may be confused with any authorized traffic- control or public directional sign.
- l. Discontinued signs under [11-41-2\(C\)](#) of this Chapter.
- m. Pole signs within the [Downtown Zoning Districts](#).
- n. Roof signs within the [Downtown Zoning Districts](#).

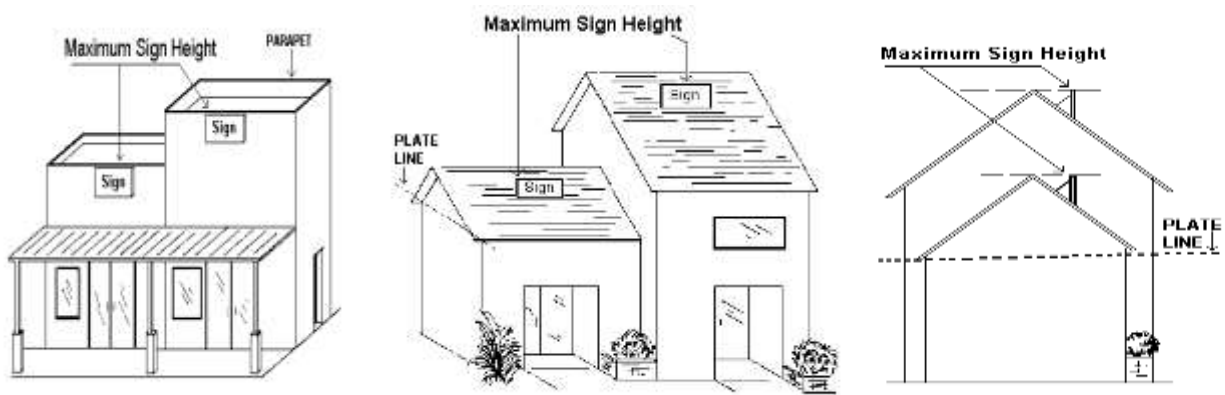
D. Supplemental Provisions.

1. Schools, churches, or other places of worship located in the [AG](#) and Single Residence districts are permitted signage in accordance with Section [11-41-6\(D\)](#) of this Chapter, except in the [Downtown Zoning District](#) where such signage is permitted according to Section [11-41-6\(F\)](#) of this Chapter.
2. If a sign is externally illuminated, the source of illumination shall not be visible from any adjacent residential zone district, and shall comply with the Outdoor Light Control ordinance of the [Mesa City Code](#), and the [Mesa Electrical Code](#).

3. Buildings exceeding 3 stories shall only be identified by the building, building complex, or development name, unless modified by a comprehensive sign plan as provided in this Section, except all buildings over one (1) story in the [Downtown Zoning District](#) must obtain a [Comprehensive Sign Plan](#).
4. No detached sign shall be located within 50-feet of any other detached sign on the same parcel or development site.
5. No sign shall be placed within the future width line of a public street as specified in [Section 11-30-6](#) of this Ordinance except in the [Downtown Zoning District](#), which may be placed within such future width line subject to a sign agreement. A sign agreement shall require a certificate of insurance and comply with the following criteria:
 - a. Public liability insurance in an amount not less than five hundred thousand dollars (\$500,000.00) for injuries to each person, and in an amount not less than five hundred thousand dollars (\$500,000.00) for any one (1) occurrence.
 - b. Property damage insurance in an amount not less than five hundred thousand dollars (\$500,000.00) for damage to the property of each person on account of any one (1) occurrence.
 - c. Said policies shall name the [City of Mesa](#) as additional insured and shall constitute primary insurance for the City, its officers, agents, and employees, so that any other policies held by the City shall not contribute to any loss under this insurance.
 - d. Policies shall provide for 30 days' written notice to the City of cancellation or material changes.
6. When a sign is placed at the street intersection of a corner parcel, and is situated at an angle so as to be visible from both streets or both frontages, such sign shall not exceed the maximum area allowed for the longest street frontage. The area of such sign shall be deducted from the total area and number of signs permissible on said corner parcel.
7. A detached sign may consist of more than one (1) sign panel provided all such sign panels are attached to one (1) common integrated sign structure.
8. Detached sign structures may extend above the allowable height for purposes of embellishment, as defined in this Chapter, up to a maximum extension of 20% of the permitted height of the sign (See figure below).



9. Roof signs are permitted in all Commercial and Industrial districts except in the [Downtown Zoning District](#) provided:
 - a. Signs shall not exceed a height of 30% of the height of the building on which said sign is located.
 - b. Signs shall be installed in such a manner that there are no visible angle iron supports, guy wires, braces, or secondary supports. Signs shall appear to be an architectural or integral part of said roof.
 - c. No portion of such sign shall extend above the highest portion of the building or roof where such sign is attached (See figures below).



10. Statues, either sculptures, or other three-dimensional figures, used for commercial identification purposes are permitted in all Multiple Residence, Commercial, and Industrial districts subject to approval of a [Special Use Permit](#). The area of such statues, sculptures, or figures shall be deducted from the total allowable sign area.
11. Residential subdivisions may display permanent entry identification signs provided such signs:
 - a. Are limited to one (1) wall-mounted sign on each side of said entry; and
 - b. Shall not exceed 12 square feet in area per sign; and
 - c. Shall consist of low-maintenance materials such as metal or ceramic tile; and
 - d. Shall be located on private property, not within the public right-of-way.
12. On-site directional or similar informational signs are permitted in conjunction with any multiple- residence, commercial, office, or industrial development provided such signs:
 - a. Do not exceed 3 square feet in area and 3 feet in height; and

- b. Are utilized only when necessary for traffic directional or other informational purposes; and
 - c. Do not display corporate colors, logos, or other commercial messages.
13. A Comprehensive Sign Plan for a proposed or existing development/building may be approved by the [Zoning Administrator/Board of Adjustment](#) in conjunction with the granting of a [Special Use Permit](#) under Chapter 70 of this Ordinance. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings, and signs. A Comprehensive Sign Plan shall include the location, size, height, construction material, color, type of illumination, and orientation of all proposed signs, either permanent or temporary.
- A Comprehensive Sign Plan containing elements which exceed the permitted height, area, and number of signs specified in this Chapter may be approved by the [Zoning Administrator/Board of Adjustment](#) only upon a finding that:
- a. The development site contains unique or unusual physical conditions, such as topography, proportion, size, or relation to a public street that would limit or restrict normal sign visibility; or
 - b. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest, or other distinguishing features that represent a clear variation from conventional development; or
 - c. The proposed signage incorporates special design features such as logos, emblems, murals, or statuary that are integrated with the building architecture.
- The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with [11-41-8\(E\)](#).
14. Notwithstanding any other provision of this Chapter to the contrary, any noncommercial message may be substituted for the message on any commercial sign permitted by this Chapter, and any other noncommercial message may be substituted for any noncommercial message on any sign permitted by this Chapter.
15. Special event signs intended to support, promote, identify, or advertise a licensed special event as authorized by [Section 5-1-2](#), of the Mesa City Code and [11-31-27](#) of the Zoning code are permitted in all zoning districts, in accordance with the following:
- a. Such signs are located entirely upon the property authorized by the special event license as specified in [Section 5-1-2](#) of the Mesa City Code.
 - b. Such signs shall not occupy any portion of a public right-of-way except within the [Downtown Zoning District](#), nor be placed in a location prohibited in [11-41-8\(C\)](#) of this Ordinance.
 - c. Such signs are not displayed prior to nor after the dates of the special event as specified in the [Special Event License](#).
 - d. Such signs are permitted in addition to signage otherwise permitted by this Chapter.
 - e. Such signs may include balloons, banners, flags, and portable signs only when displayed in full conformance with the provisions of paragraph 15.

16. Multiple colored bands, stripes, patterns, outlines, or delineations displayed for the purpose of commercial identification which constitute a sign as defined in [Section 11-41-5](#) of this Chapter, and which exceed the maximum permitted signage as specified in this Chapter shall only be permitted upon a finding by the [Design Review Board](#) in accordance with the procedures set forth in the [Administration and Procedures](#) chapter of Title 11 of the [Mesa City Code](#), that such signs:
- Clearly serve as an architectural embellishment to the building or development;
 - Are compatible and harmonious with the primary color(s), style, and architecture of the building or development;
 - Are integrated into the primary physical elements of the building or development;
 - Are constructed or composed of architectural-grade materials such as ceramic tile, metal, glass, or masonry.
17. Electronic message displays are permitted in accordance with the following:
- Displays of static messages, where the message change sequence is accomplished immediately or by means of fade or dissolve modes, shall be permitted as a matter of right, subject to the sign size limitations otherwise applicable for the site, provided each message is displayed for a minimum period of one (1) hour.
- Exception: In any [Downtown Zoning District](#), such display is allowed only after approval of a [Special Use Permit](#).
- Exception: On a freeway landmark monument, such display is allowed only after approval of a [Council Use Permit](#).
- A Special [Use Permit](#) in accordance with [Chapter 70](#) of this Ordinance shall be required for approval of the display of static messages displayed for a minimum period less than one (1) hour, and changed by any mode, or for message changes accomplished by the means of travel or scrolling modes. The [Zoning Administrator/Board of Adjustment](#) may attach conditions to the approval of such electronic message displays, including limitation on the minimum time period for the display of each message, to the extent necessary to ensure that the granting of the [Special Use Permit](#) will not have a detrimental effect on the surrounding area or the public welfare, and will be consistent with the purpose and intent of this Chapter. In making this determination, the [Zoning Administrator/Board of Adjustment](#) shall consider the following factors:
 - The speed and volume of the vehicular traffic visually exposed to the sign;
 - The presence of other signs or distracting influences in proximity to the sign location; and
 - The extent to which the design of the sign is compatible with other signs located on the premises.

Exception: On a freeway landmark monument, such display is allowed only after approval of a [Council Use Permit](#).
 - The intensity of the LED display shall not exceed the levels specified in the chart below:

INTENSITY LEVEL (NITS)		
COLOR	DAYTIME	NIGHTTIME
Red Only	3,150	1,125
Green Only	6,300	2,250
Amber Only	4,690	1,675
Full Color	7,000	2,500

Prior to the issuance of a sign permit, the applicant shall provide a written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the levels specified in the chart above, and the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the [Building Safety Director](#).

18. A freeway landmark monument is permitted in all zoning districts, subject to the approval of a [Council Use Permit](#) in accordance with [Chapter 70](#) of this Ordinance. In addition to the findings required for approval of a Council Use Permit as specified in the definition contained in [Section 11-41-5](#) of this Ordinance, a freeway landmark monument may be approved only upon a finding by the [City Council](#) that such freeway landmark monument is in compliance with the locational parameters, operational limits, and design standards specified in the [Freeway Landmark Monument Guidelines](#).

Prior to any approval by the [City Council](#) of a proposed freeway landmark monument, such proposal shall first be reviewed by the [Design Review Board](#) who shall forward its recommendations to the City Council. Such review by the Design Review Board shall be limited to consideration of specific design, materials, and architectural features of the proposed freeway landmark monument.

19. Public transportation signs as defined in Section 11-41-5 may be placed in association with any publically owned or managed transportation facility, or with any public bus or transit stop and/or shelter provided:
 - A. All revenue derived from any contract associated with any public transportation sign program shall be dedicated to be used exclusively by those same public transportation system programs; and
 - B. All facilities and equipment dedicated for use and associated with the public transportation sign comply with the standards set for this activity by the contract or designated design standards:
 - i. Approved by the City Council; or
 - ii. Set by a public multiple-jurisdiction transportation system with the sign provider.

E. **Sign Permits.**

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1. Except as provided in [11-41-8\(B\)](#), it shall be unlawful for any person to place, display, alter, or relocate a sign without first obtaining a permit or permits from the [Building Safety Director](#). All signs shall conform to the following design standards.
 - a. Signs should be compatible with the style and character of the development and should be an integral design component of the building architecture, landscaping, and overall site development.
 - i. Attached Signs. Attached signs should be integrated with the primary physical features of the building and should not be incongruous to the building architecture. Signs should be composed of individual letters such as pan channel, or other durable material, and should be mounted so that the attachment device is not visible or discernible.
 - ii. Detached Signs. Freestanding signs should incorporate design features associated with the buildings or structures, and should constitute an architectural component of the overall development.
 - b. Sign structures should be monument-style with a base of metal or masonry construction.

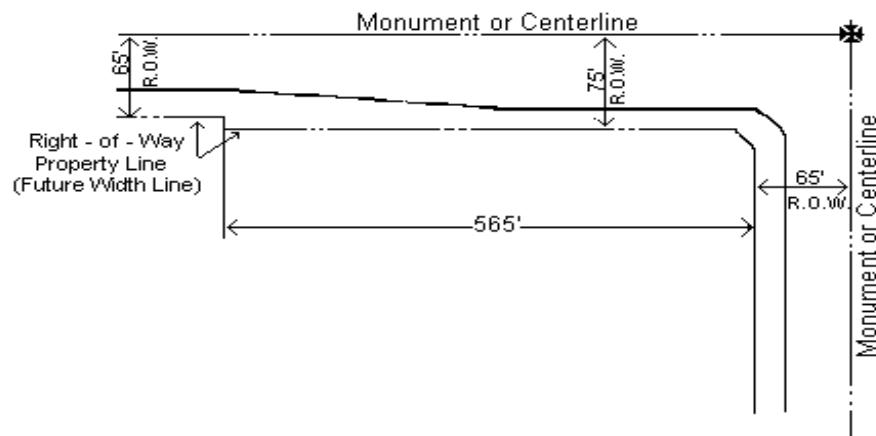
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- c. Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.
 - d. The sign structure should reflect the general architectural style or design theme of the development.
 - e. Embellishment should be used as a method to incorporate the primary design elements or unique architectural features of the buildings or structures.
 - f. The sign copy area should not exceed a horizontal- to-vertical ratio of two to one (2:1).
 - g. Internally illuminated signs should provide an opaque background so that only the sign copy is illuminated.
 - h. All signs within the [Downtown Core](#) (DC) District shall require design review by the [Planning Director](#) or designee. Decisions of the Planning Director may be appealed to the [Design Review Board](#) in accordance with [Section 11-71-5](#) of this Ordinance.
2. No person shall construct, place, display, or maintain any sign upon any property without the consent of the owner, owner's agent, or other authorized representative.
3. The [Building Safety Director](#) shall withhold permits for the use, construction, reconstruction, or alteration of any sign structure unless adequate information is submitted to determine the proposed action is in conformance with the provisions of these sign regulations.
 - a. Application for a permit shall be on the official form provided therefore and accompanied by the following information: scale drawings; the sign legend or commercial message; sign location; dimensions, construction specifications; electrical components and wiring; method of attachment and design of structured members to which attachment is to be made; and location of the foundation or post hole location in relation to the property line, future width line, and public right-of-way.
 - b. The [Building Safety Director](#) shall not be compelled to issue a permit for the use, construction, reconstruction, or alteration of any sign structure if such use, construction, reconstruction, or alteration is found to be in conflict with the provisions of this Chapter.
4. Every permit issued by the [Development and Sustainability Department](#) under the provisions of this Chapter shall expire by limitation and become null and void if the work authorized by such permit is not commenced within one hundred eighty (180) days from the date of such permit, or if the work authorized by such permit is suspended or abandoned for a period of one hundred twenty (120) days or more at any time after the work is commenced. Before such work can be commenced or resumed thereafter, a new permit shall first be obtained and the fee shall be one-half (1/2) the amount required for a new permit for such work, provided no changes have been made in the original plans and specifications for such work and provided further that such suspension or abandonment has not exceeded one (1) year.
5. The [Development and Sustainability Department Director](#) may, in writing, suspend or revoke a permit issued under provisions of this Section whenever the permit is issued on the basis of a material omission or misstatement of fact, or in violation of this Article or the [Mesa City Code](#).
6. No permit for a sign issued by the city shall be deemed to constitute permission or authorization to maintain a public or private nuisance, nor shall any permit issued

hereunder constitute a defense in any action to abate a nuisance.

7. Sign permits for new or additional signs shall not be issued for a specific occupancy if such occupancy displays unlawful or nonconforming signs. A sign permit may be issued for a specific occupancy provided the terms thereof specify modification or removal of nonconforming signs resulting in conformity with the provisions of this Article.
8. Sign permits for new or additional detached signs within a group [C-O-I](#) development shall not be issued if unlawful or nonconforming detached signs are displayed within the boundaries of the [C-O-I](#) development except as provided in [Section 11-41-2\(D\)](#). A permit for a detached sign may be issued for a specific occupancy or for identification of the development provided the terms thereof specify modification or removal of nonconforming detached signs resulting in conformity with the provisions of this Chapter.
9. Signs for which a permit has been issued shall not be constructed, installed, maintained, or displayed except in complete conformance with all terms, requirements, and stipulations specified by the approved plans and permit, including visual appearance as specified in [11-41-8\(H\)](#).
10. When the [Development and Sustainability Director](#) refuses to issue a permit on the grounds of violation of this Chapter or the [Mesa City Code](#), appeal from such decision may be made to the [Zoning Administrator](#) in accordance with the [Administration and Procedures](#) chapter of this Title.
11. Before issuing any sign permit required by this Chapter, the City shall collect a fee in accordance with the fee schedule adopted by Council resolution. No part of any such fee shall be returnable after a sign permit has been issued and such fee paid.
12. Whenever any sign for which a permit is required by this Chapter has been placed or displayed without first obtaining a permit, a special investigation shall be made before a permit may be issued. An investigation fee equal to, and in addition to, the permit fee shall be collected.
13. All signs having been issued a permit in accordance with this Chapter shall bear a City of Mesa sign insignia. Such sign insignia shall be furnished by the [Development and Sustainability Division](#) at permit issuance and shall be affixed by the sign installer on the exterior surface of the sign in a location where such information will be readily visible, legible, and accessible for inspection after installation.
14. All signs for which a permit is required shall be subject to the following inspections, unless waived by the [Development and Sustainability Director](#):
 - a. Footing inspections on all detached signs, including situations where square footage or panels are added to existing detached signs.
 - b. Electric inspections on all signs prior to placement.
 - c. Final inspection which shall cover the sign location, structural members, and placement of the insignia.
15. Sign permits may be issued for individual signs authorized by an approved [Comprehensive Sign Plan](#) in accordance with [11-41-8-\(E\)](#), provided:
 - a. Such signs conform to all applicable conditions of the [Special Use Permit](#); and

- b. Such sign permits are applied for within one (1) year of the date of approval of the Special Use Permit or within a time period specified by the [Zoning Administrator](#) or [Board of Adjustment](#); or
- 16. Such sign permits are applied for prior to any subsequent amendment to this Article that is more restrictive than provisions existing when the Special Use Permit was approved where the proposed detached signs do not exceed the provisions of such amendment in terms of sign height, area, or number.
When sign permits may not be issued due to noncompliance with the terms specified above, a modification to the [Special Use Permit](#) for the [Comprehensive Sign Plan](#) may be requested pursuant to the procedures set forth in [Chapter 70](#).
- 17. Permits for signs to be placed within the future width line as specified in [Section 11-30-6](#) of this Ordinance shall be issued only upon receipt of a sign agreement specifying that the sign owner shall be responsible for the cost of relocation of such sign when required by the City in conjunction with public improvements (See figure below).



F. Design and Construction Specifications.

- 1. **Design Specifications.**
 - a. All signs shall comply with the appropriate detailed provisions of the [Mesa Building Code](#) relating to the design, structural members, and connections. Signs shall also comply with the applicable provisions of the [Mesa Electrical Code](#).
 - b. No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that would cause wear on supporting members or connections.
- 2. **Construction Specifications.**
 - a. No combustible materials other than approved plastics shall be used in the construction of electric signs.
 - b. Nonstructural trim may be of wood, metal, approved plastics, or any combination thereof.
 - c. Signs attached to masonry, concrete, or steel shall be safely and securely fastened thereto by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied.

No anchor or support of any sign shall be connected to, or supported by, a parapet wall unless such wall is designed and constructed to support the

superimposed load of the sign in accordance with the [Mesa Building Code](#), Chapter 4-2 of the Mesa City Code.

There shall be no visible angle iron supports, guy wires, braces or secondary supports. All sign supports shall be an integral part of the sign design.

- d. All electric signs shall conform in design and construction to the appropriate sections of the [Mesa Electrical Code](#) and other requirements as deemed necessary by the [Development and Sustainability Director](#).

Electric discharge tubing (neon, argon, etc.) not terminated in an exterior metal sign raceway shall be terminated in receptacles designed and approved for the purpose.

G. **Removal of Dangerous, Discontinued, or Illegal Signs.**

1. **Removal of Signs.**

- a. The [Code Compliance Director](#) may remove or cause to be removed any discontinued, dangerous, defective, illegal, prohibited, or nonconforming sign subject to removal under the provisions of this Chapter or any other sign maintained in violation of the provisions of this Chapter.
- b. Notwithstanding the above, in case of emergency, the [Code Compliance Director](#) may institute the immediate removal of a dangerous or defective sign without notice.
- c. The [Code Compliance Director](#) may cause the removal of unauthorized advertising signs from the public right-of-way. Such signs may be impounded as evidence, or disposed of as abandoned property unless claimed by the owner within 30 days. Such signs shall be deemed a nuisance and subject to removal without notice.

2. **Disposal of Signs.**

Any sign removed by the [Code Compliance Director](#) pursuant with the provisions of this Chapter shall become the property of the City and may be disposed of in any manner deemed appropriate by the City. Cost of removal of the sign by the City shall be considered a debt owed to the City by the owner of the sign and the owner of the property, and may be recovered in an appropriate court action by the City or by assessment against the property as hereafter provided. The cost of abatement or removal shall include any and all incidental expenses incurred by the City in connection with the sign abatement or removal.

H. **Sign Maintenance.**

It shall be unlawful for any person to maintain or permit to be maintained on any premises owned or controlled by said person any sign which is in a damaged or deteriorated condition and constitutes a danger or hazard to public safety, or a visual blight. Any damaged, deteriorated, or weakened component shall be promptly repaired or replaced. Surface materials shall be kept free of chipping, peeling, fading, or rusting detectable from beyond the lot boundaries. Components constructed of natural or artificial materials shall be free of cracks, holes, buckles, warps, and splinters detectable from beyond the lot boundaries. Maintenance requirements for electrical signs and electrical systems include, but are not limited to, prompt removal and replacement of all defective bulbs, fluorescent tubes, neon or other inert gas light segments, damaged or

deteriorated electrical wiring, and malfunctioning control devices and related circuitry. Any sign in violation of this Section shall be removed or repaired by the owner of the sign or the owner of the premises.

Chapters 42 through 55 (Reserved for future use.)

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